



THE DORKING SHIFT 29.9.13



Presented by



In aid of



Helping more people to follow a natural path...

From our European base in Dorking, we help many thousands of people around the world to enjoy the benefits of living a natural life - as nature intended. Scientists agree that processed foods, inactive lifestyles, excessive stress, and chemicals in our food, water and environment, are among the key factors responsible for most sickness in later life.

Be part of the movement for change. Help others to understand how and why living naturally and respecting life around us is crucial to a long, healthy life. Help us also to defend our right to choice in natural health, a right that is increasingly being threatened by over-zealous government regulation and the actions of large corporations.

We greatly look forward to working with you at the Dorking Shift 2013 to help more people experience the vibrance of a natural life. At the same time you'll be helping to support both our work and that of charity Yes to Life, which helps support those with cancer in the UK who wish to follow an integrative approach to cancer care.

Find out more at:

www.anh-europe.org and www.thedorkingshift.co.uk



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natural health
INTERNATIONAL

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THE
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WELCOME TO THE DORKINGSHIFT 2013

The *Alliance for Natural Health International (ANH-Intl)* is proud to present *The DorkingShift*, a series of 3 cyclosporives, all wrapped up in a fun-filled day packed with activities to suit all age groups. The sportive is being run in association with British Cycling, and the whole event will help raise significant funds for two deserving causes. *Yes to Life* — a charity that supports people with cancer who want to take a proactive role in their treatment, using integrative approaches to medicine and healthcare; and *ANH-Intl* — a non-profit campaign and lobby organisation, dedicated to promoting sustainable approaches to healthcare. *The DorkingShift* is a unique day and evening out that we believe could seriously change the lives of people who support it and get involved!

The 30-mile *FunShift*, 50-mile *SuperShift* or the 100-mile *HeroShift* take riders from the asphalt featured in the Olympic road race, through some of the most beautiful countryside southern England has to offer. For the under-12s, the *KiddieShift* features two routes, including the Denbies Mountain Challenge, which will put kids through their paces as they ride their bikes alongside others up a private road on the Denbies Wine Estate.

For the non-cyclists, leading health and fitness experts will be on stage throughout the day giving educational talks and live demos, plus takeaway tips on how to 'get active' using natural movement techniques. We are excited to welcome a wide array of exhibitors, specially selected to help individuals live a more natural, active and healthy lifestyle. For all the foodies out there, live cooking and tasting sessions will also feature, courtesy of exhibitors located in our food and drink marquee. There will also be a host more offering some of the yummiest, healthiest food to keep our visitors super fuelled all day!

We invite people to stay with us into the evening, where they can chill out after an action-packed day with an evening of live music by some of the best musicians from the local area at the Friends Life Social Club in Dorking — our cyclosporive starting/finishing

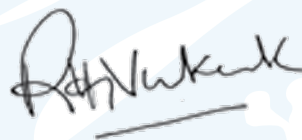
point. This is also basecamp central for all weary cyclists in need of some post-peddalling regeneration! It's here they can grab a massage, a sauna and some super-fuel food ready for the perfect end to their day.

The cycling event will appeal to keen enthusiasts or racers who've found their performance plateauing, as well as passionate cyclists with a desire to improve. *The DorkingShift* offers a challenge for riders of all abilities. Easing in with the 30-mile *FunShift*, the challenge ramps up dramatically in the 50-mile *SuperShift* and peaks with the 100-mile *HeroShift*, with its 8 categorised climbs and 1300m of vertical elevation. However, it's not just about the cycling on the day, this is a sportive with a unique additional dimension! We're offering expert guidance for bike and body prep via an optional, *free* 3-month webinar training programme, available in the lead-up to the event, with contributions from leading health, sport science and bike experts. We'll be offering the option of functional tests before and after the event to determine performance and recovery potential, with a limited number of free tests available for 'early bird' bookers. We'll focus on common pitfalls in many training programmes and bring riders the latest cutting-edge information that combines the most recent developments in nutrition and sports science to help individuals maximise their potential.

It's going to be a fantastic event, and we hope you think so too! We're looking forward to welcoming you, your friends and family to *The DorkingShift*.

Rob Verkerk PhD
ANH-Intl

Robin Daly
Yes To Life



CARBON SPONSORSHIP

EXCLUSIVE SPONSORSHIP PACKAGE

- **Exclusive headline sponsor of *DorkingShift* sportive and The *Shift* Event**
- **Most prominent logo on *DorkingShift* website and 500-word company profile**

- **Branding elements included for sportive:**
 - Exclusive branded gantry for sportive start / finish
 - Sportive feed stations along route (1 for FunShift; 2 for SuperShift; 3 for HeroShift)
 - Prominent logo on cyclists' free goodie bags
 - Branded product free gift and company literature / promo flyers inside goodie bag for all cyclists
 - Company logo on all cyclists' certificates, featuring finish times
 - Option to provide branded signage along route
 - Option for sponsor to provide event t-shirts

- **Branding elements included for The *Shift* Event:**
 - Large exhibition stand space (6m x2m) Event marquee
 - Event fencing ad banners
 - Event food & drink marquees; health & wellness presentations marquee

PACKAGE PRICE £10K + VAT

TITANIUM SPONSORSHIP

SEVERAL PACKAGES AVAILABLE

- **Premium sponsor of *DorkingShift* sportive and The *Shift* Event**
- **Large logo on *DorkingShift* website and 350-word company profile**

- **Branding elements included for sportive:**
 - Sportive feed stations along route
 - Large logo on cyclists' free goodie bags
 - Branded product free gift and company literature / promo flyers inside goodie bag for all cyclists

- **Branding elements included for The *Shift* Event:**
 - Medium exhibition stand space (3m x2m) Event marquee
 - Event food & drink marquees; health & wellness presentations marquee

PACKAGE PRICE £3.5K + VAT

ALUMINIUM SPONSORSHIP

SEVERAL PACKAGES AVAILABLE

- **Logo on *DorkingShift* website and 250-word company profile**

- **Branding elements included for sportive:**
 - Logo on cyclists' free goodie bags
 - Branded product free gift and company literature / promo flyers inside goodie bag for all cyclists

- **Branding elements included for The *Shift* Event:**
 - Small exhibition stand space (2m x1m) Event marquee
 - Event food & drink marquees; health & wellness presentations marquee

PACKAGE PRICE £2K + VAT

STEEL SPONSORSHIP

SEVERAL PACKAGES AVAILABLE

- **Logo on *DorkingShift* website and 200-word company profile**
- **Branding elements included for sportive:**
 - Logo on cyclists' free goodie bags
- **Branding elements included for The *Shift* Event:**
 - Small exhibition stand space (2m x1m) Event marquee

PACKAGE PRICE £1.5K + VAT

LANYARD SPONSORSHIP

- **Sourced from sustainable and ethical materials**

£1.8K + VAT

THE DOWNSHIFT EVENING OF MUSIC

£3.5K + VAT

OTHER SPONSORSHIP OPPORTUNITIES WE ARE SEEKING TO SUPPORT THE EVENT

- **Cyclist GPS systems**
- **Mechanical support**
- **Goodie 'bag for life' (made from natural materials)**
- **Products sought for goodie bags:**
 - Food / healthy snacks
 - Sports nutrition products
 - Cycle accessory products
- **Cycling Magazine**
- **Feed station food requirements**
- **Recovery Shot ingredients (vegetables, protein powder)**
- **Coconut milk**
- **Nutritional support products for cyclists**

EXHIBITION OPPORTUNITIES

Position your company at the forefront of *The DorkingShift*, with the potential to meet and offer your products to approximately 1,400 visitors on the day! No need to worry about the weather, as we will set you up safely inside one of our giant marquees.

LARGE 6M X 2M STAND • £1,250 + VAT

MEDIUM 3M X2M STAND • £750 + VAT

SMALL 2M X1M STAND • £350 + VAT



ABOUT YES TO LIFE

Yes to Life is inspired by a vision of a different way of responding to cancer. Our aim is to change culture and attitude and to make integrative cancer care, an approach which utilises and combines the best of both orthodox and Complementary and Alternative ('CAM'), readily available throughout the UK. Yes to Life provides information which is well researched, personalised, current and easy to access; choice in helping people to decide and do what they want to do; support through funding those who wish to take an integrative approach to their care; and through our Help Line providing support and often a lifeline to people with cancer whose voices have fallen on deaf ears.

Giving attention to a lifestyle which may have contributed to the breakdown in the immune system and the initiation of cancer is extremely important. There is now persuasive evidence that a healthy lifestyle during and after cancer is associated with improved physical and psychological well-being, reduced risks of treatment, enhanced self-esteem, reduced risk of recurrence and improved survival.

Yes to Life is delighted to be working with the Alliance for Natural Health on such an exciting event which is focussed on health and exercise.

ABOUT THE ALLIANCE FOR NATURAL HEALTH INTERNATIONAL



Alliance for Natural Health International (ANH-Intl) is an internationally active non-governmental organisation promoting natural and sustainable approaches to healthcare worldwide. Human beings are a product of natural evolution. That's where we've all come from and it's why we respond so well to natural, rather than new-to-nature, approaches. Because we are most successful when we work with, rather than against nature, ANH-Intl campaigns across a wide range of fields that respect our evolutionary heritage, including for freedom of health choice. It also operates campaigns that aim to end mass fluoridation of water supplies and the use of genetically modified foods. Through its work particularly in Europe and the USA, the ANH-Intl works to accomplish its mission through its unique application of 'good science' and 'good law'.

The organisation was founded in 2002 by Robert Verkerk PhD, an internationally acclaimed expert in sustainability, who has headed the organisation since this time. Together with its regional office, Alliance for Natural Health USA, in Washington DC, ANH-Intl is helping to restore some equilibrium within the matrix of interacting living systems on planet Earth – of which we are an integral part. Love nature...live naturally!

ABOUT BITE THE SUN... FOR A VITAL LIFE



Bite the Sun (BTS) is a grassroots health empowerment initiative offering a revolutionary new approach to optimising your health, happiness and vitality through community. Levels of chronic disease, emotional stress, obesity and general poor health are spiralling out of control. Dietary and lifestyle guidelines being issued at government level and other top-down initiatives spearheaded by the World Health Organization and the Global Strategy on Diet, Physical Activity and Health, for example, are questionable at best, and are bringing little change. Yet given a choice, most people want to feel better, have more energy and enjoy their lives more. BTS offers a source of very real, practical and accessible information that not only covers the food aspects of health, but also activity/movement and techniques and information that encourages adequate rest and stress reduction.

Bite the Sun is structured around three 'Rays of Health' (food, activity and rest/peace of mind), with its central presence being its state-of-the-art, fully interactive website — a social networking hub, driven for, and by, the needs of the community. Fully integrated into Facebook, with access to other platforms, members will be supported whilst they incorporate lifestyle and nutritional changes that suit their needs and economic status into their daily lives. Then share these changes and successes with friends and family via Facebook to become part of a growing community capable of inspiring and supporting others towards a more happy, healthy and vital life!



YES TO LIFE

HELPING TO MAKE INTEGRATIVE MEDICINE AVAILABLE TO EVERYONE IN THE UK

Yes to Life is inspired by a vision of a different way of responding to cancer. Our aim is to change culture and attitude and to make integrative cancer care, an approach which utilises and combines the best of both orthodox and Complementary & Alternative Medicine ('CAM'), readily available throughout the UK. We are a unique organisation and the only UK charity directly supporting people with cancer in taking an integrative approach to their care.

Who do we help?

We help everyone who makes contact with us, in one form or another. We want to help anyone in the UK with cancer who wishes to pursue integrative care and to support them on their journey.

Our Aims – the next 12 months

Increase funding support we give to people in need who are taking an integrative approach to their cancer treatment.

Continue to expand our education programme to a wide range of locations across the UK, bringing people with cancer together to provide them with high quality information from cancer specialists.

Extend our Wellbeing Workshops for people with cancer, continuing to provide them with a special retreat space which is both private and calm, where they can get advice on nutrition, non-toxic products, take part in specialised exercise, learn and share.

Ensure that the concept of Integrative Medicine becomes more 'common currency' amongst people with cancer, their family and friends.

To continue to raise awareness of the range of options available within an integrative approach to cancer care.

Find out more about us and how to donate at www.yestolife.org.uk

A photograph of three cyclists riding away on a paved road lined with trees. The cyclist in the foreground is wearing a black jersey with a white stripe on the back. The cyclist in the middle is wearing a purple and white jersey. The cyclist in the background is wearing a black jersey with 'GARMIN' written on the back. The road is flanked by tall trees, and the background shows a green landscape under a clear sky.

KNOW THE INS AND OUTS OF GROUP RIDING ETIQUETTE?

Don't worry, we do.

British Cycling membership can help you get the most out of your ride. Join today and receive:

- Full access to our new online library of cycling tips and techniques from the best in the business
- Discounts on kit and equipment from leading retailers including Wiggle
- Liability insurance and free legal advice for peace of mind whilst out riding

For more information visit
britishcycling.org.uk/membership

